



AG Development Office BALANCED SCORECARD BREAKTHROUGH STRATEGIES



Mission: To promote the agricultural industry within Fauquier County, to increase the economic viability of farming and to advise the Fauquier County Board of Supervisors on matters affecting the agricultural economy and its development.

Lag Measures:

Market value of County Agricultural Products
Average Market Value sold per farm
Number of Farms
Acreage in all Farms
Acreage in Production

BALANCE QUALITY SERVICES WITH FISCAL INTEGRITY

<u>CUSTOMER</u>	<u>FINANCIAL</u>
<ul style="list-style-type: none">• Increase Community Awareness of Ag Services and Products and provide increase marketing/sales opportunities. (No of hits on FC Ag web pages, No. of attendees at Small Farm Festival, Fall Farm Tour, County Fair, Homegrown Dinner.	<ul style="list-style-type: none">• Achieve commercial investment in agricultural integration (value added facilities). (Lead: \$s invested at process levels beyond harvest.)
<u>INTERNAL PROCESSES</u>	<u>LEARNING AND GROWTH</u>
<ul style="list-style-type: none">• Conduct Vendor and customer surveys at events (Small Farm Festival, Fall Farm Tour, and users of FauquierAG.com) (Number of surveys with 90% confidence)• Advise overseers of Ag issues. (Summary of rating provided by County Administrator, Board of Supervisor Chairman and all members of the Ag Advisory Committee.)	<ul style="list-style-type: none">• ADO to attend Four Conferences/ seminars each year. (Number of conference days per quarter/year)• ADO to attend three management classes at LFCC (Number of class room hours)• Develop and implement subsidiary score card (pass/ fail)

MANAGE GROWTH IN A MANNER WHICH PROTECTS OUR AGRICULTURE, ENVIRONMENT, QUALITY OF LIFE, AND HISTORIC RESOURCES

<u>CUSTOMER</u>	<u>FINANCIAL</u>
<ul style="list-style-type: none">• Enhance of viability of farming. (No. of Development Rights purchase under PDR program and PDR acres farmed. No. of special assistance request processed.)	<ul style="list-style-type: none">• Support the development of policies that support the preservation of cultural landscape/farmland. (Number of policies changed per annual inventory of needed changes)
<u>INTERNAL PROCESSES</u>	<u>LEARNING AND GROWTH</u>
<ul style="list-style-type: none">• Focus on one of five selected agricultural commodities each year for the next five years. (Change in \$ sales of each commodity)	<ul style="list-style-type: none">•

CONDUCT COUNTY GOVERNMENT OPENLY

<u>CUSTOMER</u>	<u>FINANCIAL</u>
	<ul style="list-style-type: none">•
<u>INTERNAL PROCESSES</u>	<u>LEARNING AND GROWTH</u>
<ul style="list-style-type: none">• Integrate Ag data base with Farm Product Directory (pass/ fail)• Develop facilities and staff to support the ADO mission (pass/ fail)	<ul style="list-style-type: none">• Provide library with display of Ag Activities (Months running, visitors tally by drop card)